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ABSTRACT

This booklet is the sixth in a series of ten programed instruction units which was developed as a career related language arts program to teach library skills to junior high school students. The objective of this unit is to demonstrate knowledge of the history and format of periodicals by answering questions and performing practical exercises which are provided in the booklet. Cartoons and drawings illustrate the concepts to be learned. (JAB)

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Junior High School

CAREER RELATED LANGUAGE ARTS

LIBRARY CAREERS

Magazines Part II

6

CAREER EDUCATION
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Dade County Public Schools

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LAP 6 - LIBRARY SKILLS

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LAP 6 - LIBRARY SKILLS

COMMUNICATIONS: LIBRARY A & B

MAGAZINES PART II

STUDENT OBJECTIVES:

You will:

1. Demonstrate a mastery of the history and make-up of the magazine.
2. Reinforce skills in finding periodicals (magazines) specialized in size, format, type, paper and date of publication.

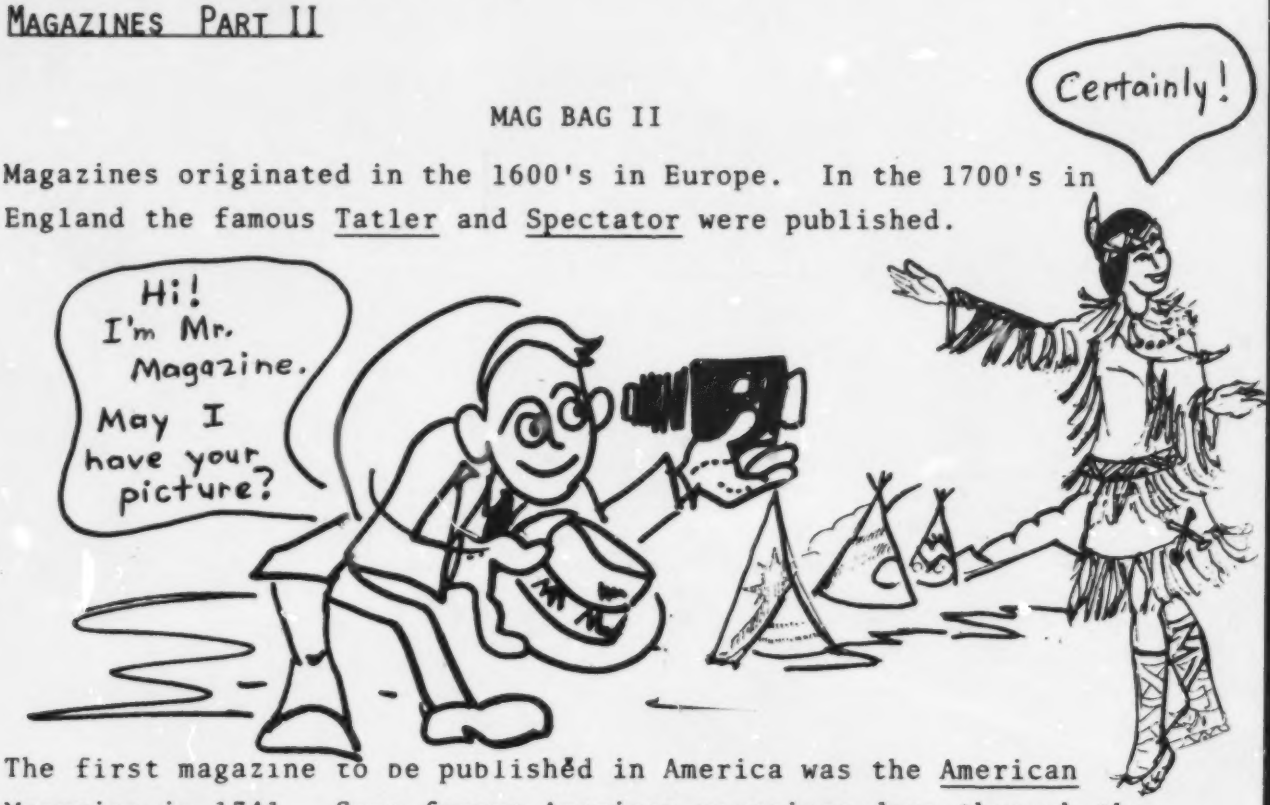
LAP 6 - LIBRARY SKILLS

COMMUNICATIONS: LIBRARY A & B

MAGAZINES PART II

MAG BAG II

Magazines originated in the 1600's in Europe. In the 1700's in England the famous Tatler and Spectator were published.



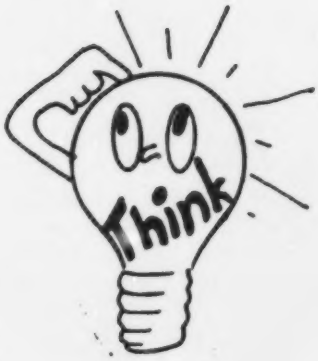
The first magazine to be published in America was the American Magazine in 1741. Some famous American magazines down through the years have been Godey's Lady's Book, (1830) the first American magazine for women, The Dial (1840) an intellectual magazine, Leslie's Weekly (1857) which had many illustrations, Harper's Weekly (1861), Everybody's Magazine, McClure's Magazine which was the first successful inexpensive magazine, Vanity Fair (1914), and the New Yorker (1925).

For each part of the Mag Bag, you will be asked multiple choice questions. Choose the right answer.

LAP 6 - LIBRARY SKILLS

COMMUNICATIONS: LIBRARY A & B

MAGAZINES PART II



Multiple choice.

_____1. Magazines originated in Europe in
- A. The 1400's
- B. The 1500's
- C. The 1600's
- D. The 1700's

_____2. The first American magazines was
- A. The Tatler
- B. The Spectator
- C. The Dial
- D. The American Magazine

I AM VERY PROUD of my LAND. THIS IS OUR FIRST MAGAZINE. I KNOW THAT WHEN TIME PASSES, MAYBE BY THE YEAR "1976" AMERICA will BE THE GREATEST COUNTRY IN THE WORLD!

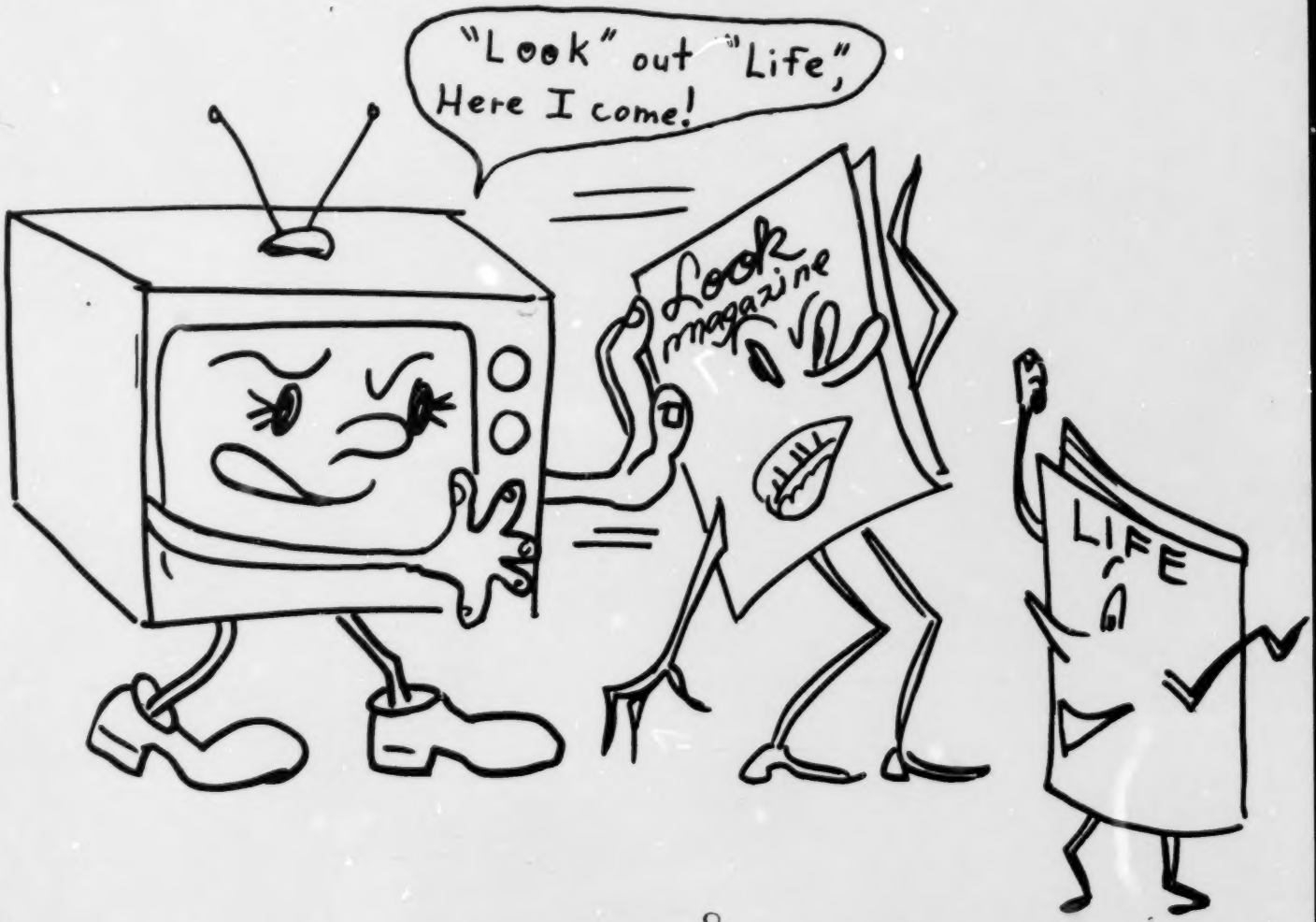
LAP 6 - LIBRARY SKILLS

COMMUNICATIONS: LIBRARY A & B

MAGAZINES PART II

The coming of television and the coming of higher costs have caused many changes in the magazine world. Life, Look and Colliers have all stopped publication in recent years. There have been changes in format caused by increased costs. One of these changes has been the reduction in size of such magazines as Seventeen, McCall's and Ladies Home Journal.

Despite problems, however, in the United States today 16,500 magazines are published, more than in any other country in the world. Of these, TV Guide claims the most subscriptions (20 million) and Readers' Digest claims next (almost 19 million).



LAP 6 - LIBRARY SKILLS

COMMUNICATIONS: LIBRARY A & B

MAGAZINES PART II

Multiple choice

_____1. Magazines have had trouble lately because of
- A. Television
- B. Changes in format
- C. Increased costs
- D. Television and increased costs

_____2. Magazines which have recently stopped publication are
- A. Life and Look
- B. Colliers and McCalls
- C. Saturday Evening Post and Seventeen
- D. Life and Ladies Home Journal

_____3. In the United States _____magazines are published.
- A. 8,500 magazines
- B. 10,500 magazines
- C. 14,500 magazines
- D. 16,500 magazines

_____4. The magazine selling the most subscriptions is
- A. Readers' Digest
- B. TV Guide
- C. National Geographic
- D. Sports Illustrated

LAP 6 - LIBRARY SKILLS

COMMUNICATIONS: LIBRARY A & B

MAGAZINES PART II

There are several ways of grouping magazines. One is by time periods, such as the weeklies (Time, Newsweek, Sports Illustrated, etc.), the biweeklies (Saturday Review, Senior Scholastic, Commonweal, etc.), the monthlies (Consumer Reports, Seventeen, Ladies Home Journal, etc.), the quarterlies (American Heritage, etc.)

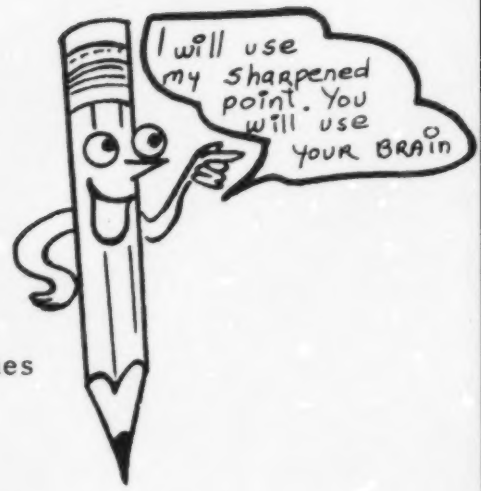
Another way to group magazines is by the kinds: children's magazines, hobby magazines, intellectual magazines, news magazines, women's magazines, and trade and business magazines.

Perhaps the best and easiest way to group magazines is just to divide them by the mass magazines, meaning magazines intended to be read by everyone, and the specialized magazines intended to be read by special groups of people. Examples of mass magazines would be Time, Redbook, Newsweek, etc. Examples of specialized magazines would be Journal of Philosophy, Education Digest, Chemistry, and Engineering News, etc.

LAP 6 - LIBRARY SKILLS

COMMUNICATIONS: LIBRARY A & B

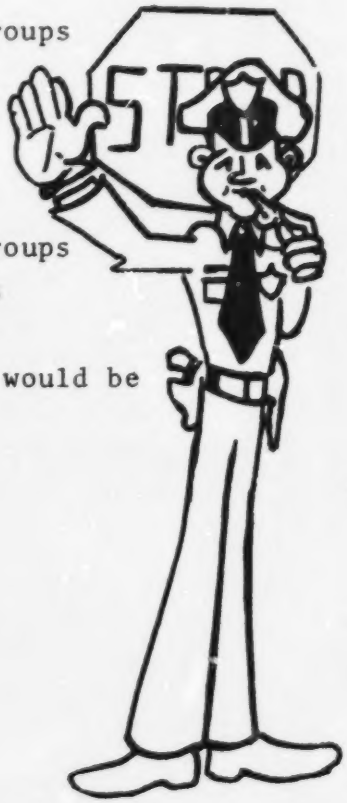
MAGAZINES PART II



Multiple choice

_____1. The best way to group magazines is
- A. By kinds
- B. By time periods
- C. By mass and specialized magazines
- D. By format

_____2. Mass magazines are
- A. Magazines published by the masses
- B. Magazines read by special groups
- C. Magazines read by everyone
- D. Magazines published by special groups



_____3. Specialized magazines are
- A. Magazines read by everyone
- B. Magazines read by special groups
- C. Magazines published by special groups
- D. Magazines published by the masses

_____4. An example of a specialized magazine would be
- A. Time
- B. Sports Illustrated
- C. American Journal of Education
- D. Ladies Home Journal

LAP 6 - LIBRARY SKILLS

COMMUNICATIONS: LIBRARY A & B

MAGAZINES PART II

CONTRIBUTORS' PAGE

It is now time to learn about the contributors' page and the subscription information. Every magazine or periodical has a contributors' page. It is usually very near the beginning of the magazine, on one of the first pages. The contributors' page lists all the people who are on the staff of the magazine. This would include the name of the company that publishes the magazine, the names of the editor-in-chief and all the associate editors, the name of the art director, advertising director and all others on the regular staff.

An editor is a person who takes the writing of an author and changes it or has the author change it to suit the needs of the magazine or book. Most magazines have several editors who take care of various department or various aspects of the work. Generally there is an editor-in-chief to whom all the other editors must go for final approval of their work.

LAP 6 - LIBRARY SKILLS

COMMUNICATIONS: LIBRARY A & B

MAGAZINES PART II

On the following page is an actual "contributors' page."
Please answer the following:

1. The chief editor is _____.

2. The art editor is _____.

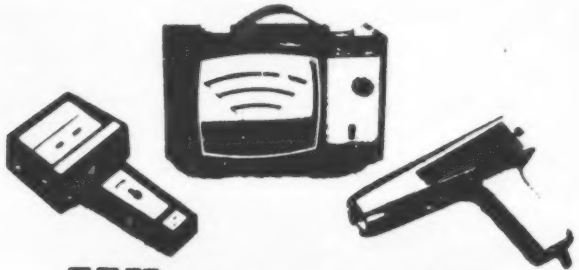
3. The home workshop editor is _____.

4. The president of the Hearst Corporation is _____.

LAP 6 - LIBRARY SKILLS

COMMUNICATIONS: LIBRARY A & B

MAGAZINES PART II



When you get Stewart-Warner tune-up tools, you get something extra.

Helpful advice.

If you're serious about working on your car, be serious about the tune-up tools you get to work on it with.

Get the best there is. Stewart-Warner. With the money you'll be saving, you can easily afford them. Since they really don't cost any more than most of the others.

Best of all, you get them where you'll be getting your parts and plugs and tune-up kits anyhow. At a professional auto parts or speed shop.

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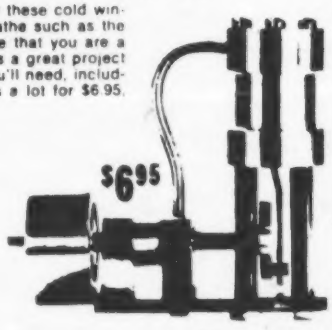
This is only 1 of 40 steam engine kits in our catalog—$1 or FREE with order from this ad.



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JOHN A. REGINA
Advertising Production Manager

Published by The Hearst Corporation
JOHN R. MILLER
President
RANDOLPH A. HEARST
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RICHARD E. DEEMS
President, Magazines Division
JOSEPH F. KERN
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LAP 6 - LIBRARY SKILLS

COMMUNICATIONS: LIBRARY A & B

MAGAZINES PART II

SUBSCRIPTION PAGE

Sometimes the subscription information in a magazine is on the contributors' page and sometimes it is on another page near the beginning of the magazine. There is not always a coupon to pull out and fill in to subscribe, but there is always printed information in the magazine giving you all the information you need in order to subscribe. The subscription information is almost always in small print at the bottom of the page. The information includes the price for one year, two years and/or three years.

On the subscription page is the address to which you should write for a subscription. It is always cheaper to subscribe to a magazine than it is to buy single copies on the newsstand. You can find this out for yourself by multiplying the cost of a single issue by the number of issues in a year. Compare this figure to the subscription price for one year.

LAP 6 - LIBRARY SKILLS

COMMUNICATIONS: LIBRARY A & B

MAGAZINES PART II

All magazines are issued in volumes. To find the volume number, you must look in one of four places. It will be on the spine of the magazine (the back of it which shows if you put the magazine on a shelf between book ends), on the front cover, on the subscription page, or on the contributors' page. The volume will be written like this: "Vol. 182 No. 2" or "Vol. 24, No. 3". So many numbers make up a volume. It is a way of keeping a record of the number of issues put out since the birth of the magazine.

Now you will see an actual example of a subscription page.

LAP 6 - LIBRARY SKILLS

COMMUNICATIONS: LIBRARY A & B

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WORTH WRITING FOR

Looking for more ideas and information? See page 160.

ON THE COVER

Lush greenhouse in your window—a weekend project designed for PM by John Gaynor. *Photo: Chuck Rogers, Black Star*

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Popular Mechanics®

SEPTEMBER 1975 • Vol. 144 No. 3

INTERNATIONAL EDITIONS: Australia, Caribbean, Mexico, Southern Hemisphere

SPECIAL FEATURES:

10 hideaways you make to protect your valuables. Try these clever uses of unlikely places to outwit thieves—even if they read this story. Page 74.

Sunpower: The heat's on for real. Solar-powered heating-cooling units are now on the market. Here's how to tell if they're really for you. Page 63.

"Open-air" headsets: Easier on your ears. 17 new ultralight hi-fi headphones that sit on your ears, rather than seal them, are less tiring. Page 60.

Cars of the 1980s: What they will be like. Detroit Editor Robert Lund interviews spokesmen from the four automakers about major changes. Page 49.

Table-saw tricks with a portable saw. The circular-saw know-how you need to virtually duplicate what you can do on a bench or radial saw. Page 96.

House painting: How to choose primers, top coats, applicators; prepare the surface; estimate quantities needed; correct moisture problems. Page 92.

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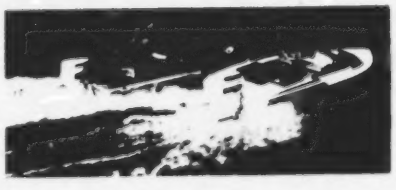

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LAP 6 - LIBRARY SKILLS

COMMUNICATIONS: LIBRARY A & B

MAGAZINES PART II

Fill in the blanks and see how well you understand.

Notice that the subscription page of the Popular Mechanics is also the table of contents page. Notice also that beneath the name of the magazine the volume number is given. It is volume_____and number_____.

You know already from seeing the cover of the Popular Mechanics that the newsstand price is_____. How much does it cost to subscribe for one year?_____ for two years?_____for three years?_____ Multiply the newsstand price by 12 (the number of issues in a year). How much does it cost to buy the magazine from the newsstand for a whole year?_____ How much do you save by subscribing for a year?_____ To what address do you write for a subscription?_____

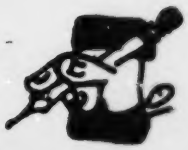
_____

Dr. Wise I'm saving a lot of money with this subscription for three years
Good for you! Maybe you will need that money for your medical bills

LAP 6 - LIBRARY SKILLS

COMMUNICATIONS: LIBRARY A & B

MAGAZINES PART II



True-False

Put T for true and F for false in the space provided:

_____1. The contributors' page lists the staff of the magazine.

_____2. The contributors' page is nearly always at the back of the magazine.

_____3. An editor is one who writes the material.

_____4. All magazines give subscription information on a little tear-out coupon or card.

_____5. Part of the subscription information is the address to which you should write.

_____6. Buying a magazine on the newsstand is the cheapest way to buy it.

_____7. Almost all magazines are published in volumes.

_____8. The spine of the magazine is the front cover.

_____9. You save money by subscribing for two or three years instead of only one year.

LAP 6 - LIBRARY SKILLS

COMMUNICATIONS: LIBRARY A & B

MAGAZINES PART II

We are now going to learn what makes up the format of a magazine or periodical. (Remember that another name for magazine is periodical.) The format is the physical appearance and make-up of the magazine. Format includes quite a number of things so we'll start with a discussion of the kinds of writing found in magazines.

BE CAREFUL... THE STORY IS FICTION and THE ARTICLE IS TRUE...
ARTICLE ABOUT BEARS
Hospital charge
and let me know if you need me
Love, Will
MAGAZINE SUBSCRIPTION
GET WELL
Big Chief

In magazines, there are two main kinds of writing. One is the article which is a short non-fiction piece of writing. Non-fiction, you remember, is true factual writing.

LAP 6 - LIBRARY SKILLS

COMMUNICATIONS: LIBRARY A & B

MAGAZINES PART II

In other words, a magazine article is a short true or factual piece of writing.

Another kind of magazine writing is the story. This is a short fiction piece of writing. In other words, a story is a short made-up work from the imagination of the author. Most magazines today have mainly articles. Stories are getting scarcer all the time. Redbook and Good Housekeeping sometimes have stories as do others.

Advertising is another important factor in the magazine format. Advertising pays for most of the cost of producing the magazine, just as advertising pays for most of the cost of producing a newspaper. The kinds of ads fit the magazine. Art magazines, for example, have mostly ads for art materials and supplies.

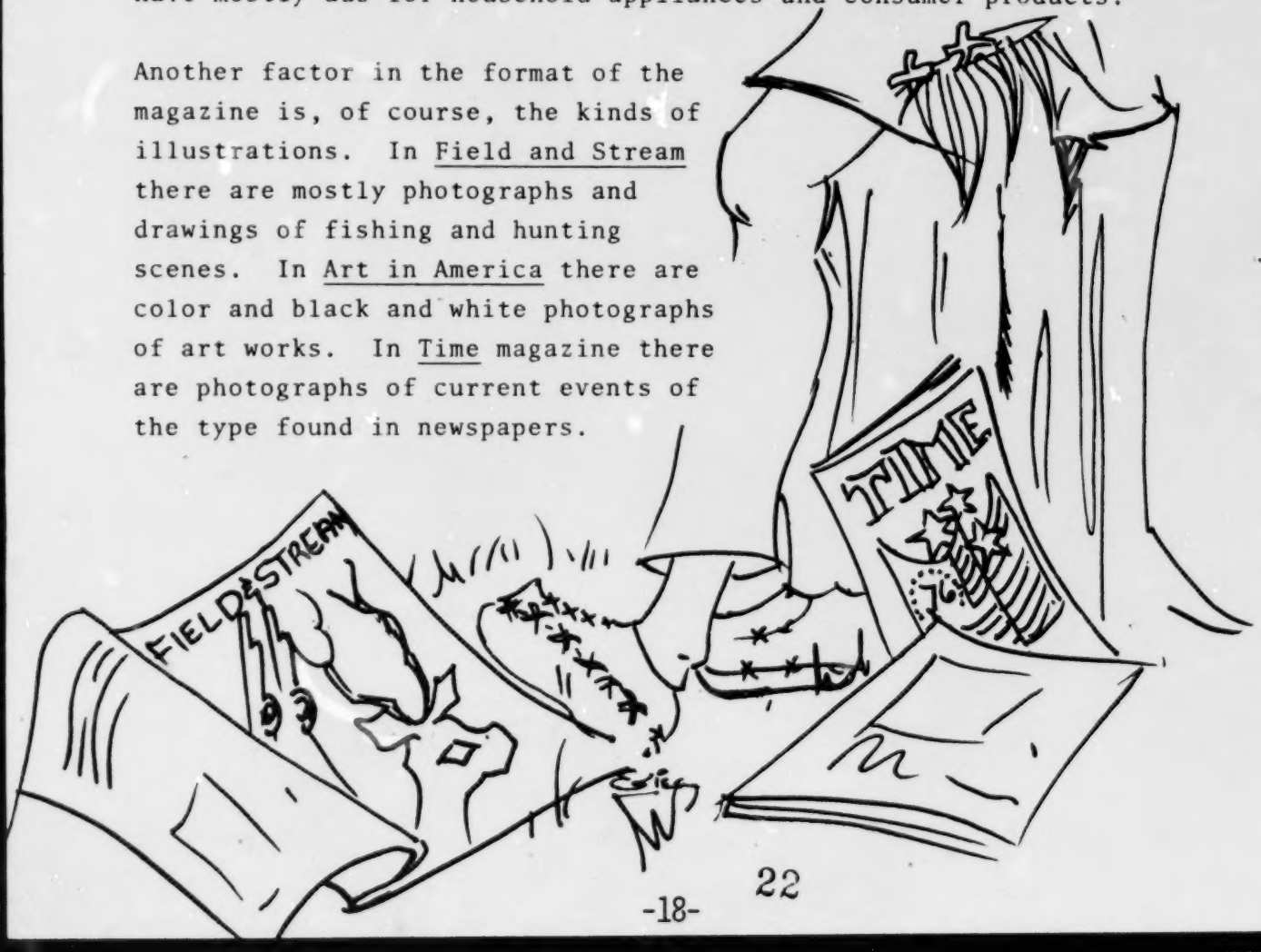
LAP 6 - LIBRARY SKILLS

COMMUNICATIONS: LIBRARY A & B

MAGAZINES PART II

Sports magazines have ads for sports equipment, women's magazines have mostly ads for household appliances and consumer products.

Another factor in the format of the magazine is, of course, the kinds of illustrations. In Field and Stream there are mostly photographs and drawings of fishing and hunting scenes. In Art in America there are color and black and white photographs of art works. In Time magazine there are photographs of current events of the type found in newspapers.



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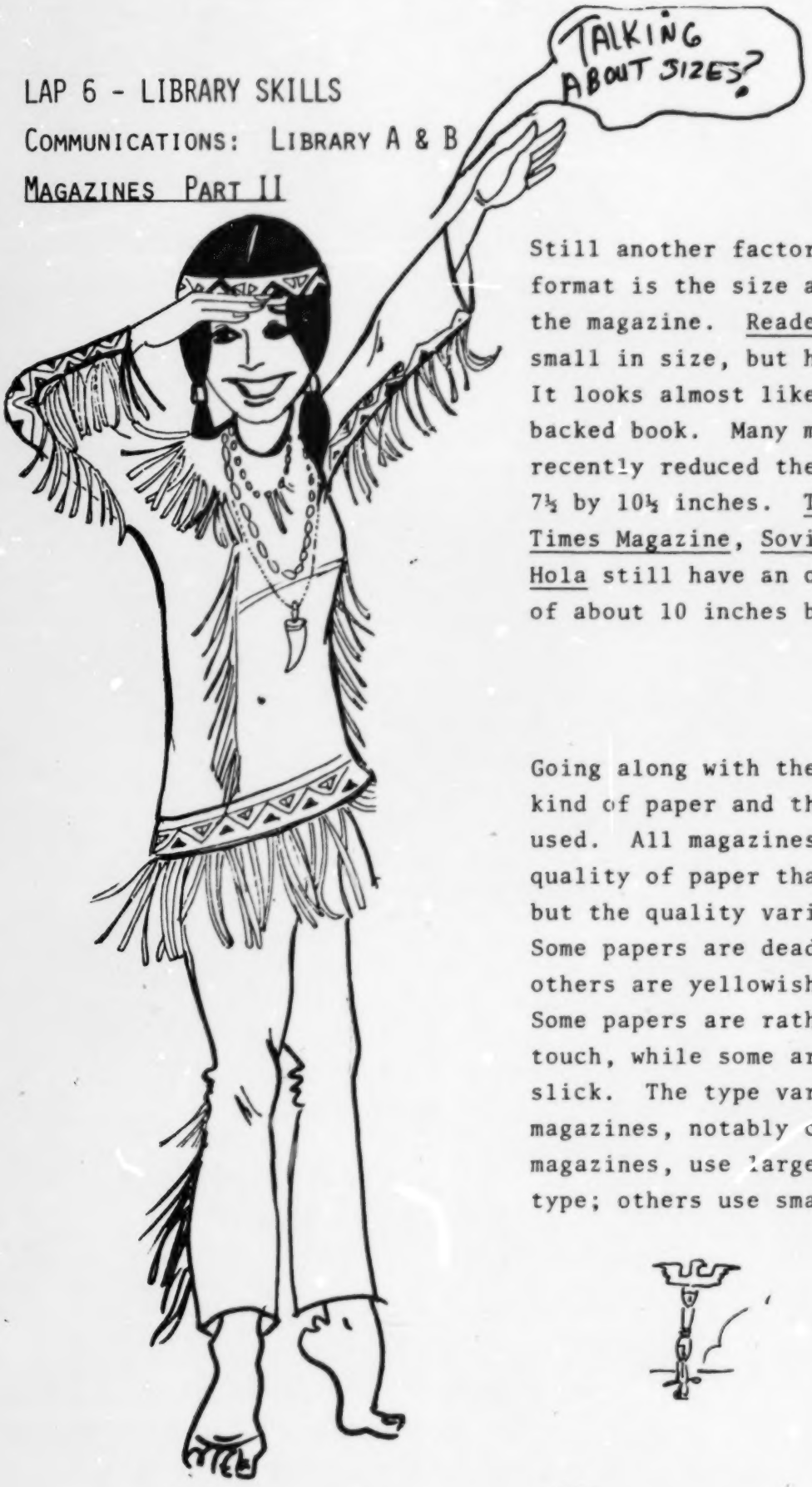
COMMUNICATIONS: LIBRARY A & B

MAGAZINES PART II



Still another factor in the format is the size and shape of the magazine. Readers' Digest is small in size, but has many pages. It looks almost like a paper backed book. Many magazines have recently reduced their sizes to 7½ by 10½ inches. The New York Times Magazine, Soviet Life, and Hola still have an oversized format of about 10 inches by 13 or 14 inches.

Going along with the size is the kind of paper and the kind of type used. All magazines use a better quality of paper than newspapers, but the quality varies greatly. Some papers are dead white, while others are yellowish, or grayish. Some papers are rather rough to the touch, while some are extremely slick. The type varies also. Some magazines, notably children's magazines, use large, easy-to-read type; others use smaller type.

LAP 6 - LIBRARY SKILLS

COMMUNICATIONS: LIBRARY A & B

MAGAZINES PART II

All of these factors go to make up the format:

the kind of writing

the kind of advertising

the kind of illustrations

the size and shape of the magazine

the kind and color of paper

the size and kind of the type

Select a periodical. Using each of the above factors, analyze your periodical in the speces provided.

LAP 6 - LIBRARY SKILLS

COMMUNICATIONS: LIBRARY A & B

MAGAZINES PART II

Answer the following questions.

1. What is meant by the word "format"? _____

_____

2. List six things that go to make up the format.

   a. _____

   b. _____

   c. _____

   d. _____

   e. _____

   f. _____

3. What is the difference between a story and an article? _____

_____

4. Do most magazines have articles or stories? _____

   Why? _____

5. What is an "illustration"? _____

6. What is another name for a magazine? _____

LAP 6 - LIBRARY SKILLS

COMMUNICATIONS: LIBRARY A & B

MAGAZINES PART II

Choose any two magazines. Locate the contributors' page, the subscription page, the volume number and the newsstand price. Show these to your librarian. He/she will put a grade for you into the grade book based on how well you can do this.

SPELLING

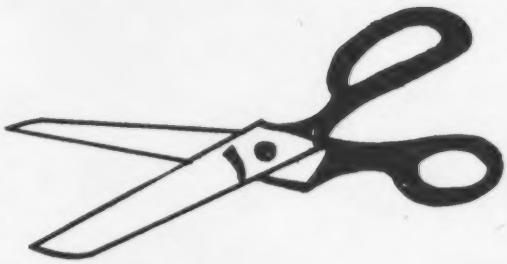
You will have a spelling test tomorrow on the following words:

1. magazine
2. periodical
3. illustration
4. subscription
5. contributor
6. newsstand
7. volume
8. format
9. advertisement
10. article

LAP 6 - LIBRARY SKILLS

COMMUNICATIONS: LIBRARY A & B

MAGAZINES PART II



Cut out these slips of paper. Find the appropriate magazines and insert each slip into the correct place. Show the compled work to the librarian for your grade.

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a magazine with slick paper

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a magazine with rough paper

---

a magazine large in format

---

a magazine medium-sized in format

---

a magazine small in format

---

a magazine with very white paper

---

a magazine with yellowish or grayish paper

LAP 6 - LIBRARY SKILLS

COMMUNICATIONS: LIBRARY A & B

MAGAZINES PART II

a magazine with large type

a magazine with small type

a mass magazine

a specialized magazine

a weekly magazine

a biweekly magazine

a monthly magazine